

**SYSTEM AND METHODS FOR INTERNET COMMERCE AND COMMUNICATION
BASED ON CUSTOMER INTERACTION AND PREFERENCES**

ABSTRACT OF THE DISCLOSURE

A system and methods that allow the creation of a custom Internet browsing experience based on
5 consumer preferences. The system may give consumers an opportunity to participate in polls
and surveys, thus allowing a consumer to help shape the world around them. The present
invention allows tracking of consumer survey results, consumer spending habits and brand
preferences to allow highly targeted marketing. In exchange for allowing monitoring of
10 consumer behavior patterns, consumers are rewarded with various incentives including
electronic currency.

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